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ABSTRACT

As part of a telephone survey conducted by the Coast Community College (CCC) during 1980, area residents were asked to indicate whether they had attended or were interested in attending five CCC community service activities: sports events, concerts, plays, art exhibits, and lectures. In addition, a statistical analysis was conducted to determine the significant relationships between the survey responses and 11 respondent characteristics: place and type of residence, gender, age, ethnicity, income, educational background, length of time since completion of schooling, length of time in residence in Orange County, household size, and current or prior enrollment at the Coast colleges. Major findings reveal that concerts, which had been attended at least once by 20% of the respondents, achieved the highest attendance rates, followed by sports events (19%), plays and lectures (17% each), and art exhibits (13%). Of the respondents, 19% indicated an interest in attending plays; 17% said they would be interested in attending lectures, concerts, and sporting events; and 16% expressed interest in attending art exhibits. Attendance at a Coast college was strongly related both to attendance and interest in all activity categories. Respondents with a bachelor's degree were more likely to attend or be interested in the activities than respondents with a high school diploma or less. The survey report details findings and statistical conclusions. (JP)

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COAST COMMUNITY COLLEGES
COMMUNITY TELEPHONE SURVEY
1980

REPORT NUMBER 3

THE COMMUNITY JOINING US

TC 810 458

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COAST COMMUNITY COLLEGES
Community Telephone Survey
1980

THE COMMUNITY JOINING US:

An analysis of previous attendance and future interest in Community Service Activities.

Dennis G. Butler
Associate Dean, District Research

The Coast Community Colleges, 1370 Adams Avenue, Costa Mesa, CA 92626

This is the third report in a series of eight reports based on findings from the 1980 Community Telephone Survey. The focus of this report is on the District's community service activities.

The relationships displayed in this report are primarily those which emerged from the data analysis as being statistically significant. As with the other reports from this series, the information presented in this document is intended to serve a wide audience. The data are presented in simplified tables or graphs using whole percentages. Those readers who are interested in more detailed statistical factors or analyses which may not be presented in the published report are invited to contact the District Research Office at 1370 Adams Avenue, Costa Mesa, California 92626, (714) 556-5000.

Dennis G. Butler
Coast Community College District
March, 1981

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INTRODUCTION

This is the third in a series of eight reports based on the 1980 Community Telephone Survey conducted by the Coast Community Colleges. The focus of this report is on community service activities, those college endeavors outside the regular instructional program which are intended to bring the college and the larger community closer together. Through its community service activities, the community college contributes to the improvement of community life by meeting certain aesthetic, recreational and practical needs of individuals in the community, as well as providing a forum for addressing problems confronting the community. The range and diversity of community service activities in California's community colleges have made strong contributions to the role of the community college as a positive force within the community.

Five types of community service activity were examined as part of the 1980 Community Telephone Survey: Sports Events, Concerts, Plays, Art Exhibits, and Lectures. For each of these activity types, the survey respondents were asked if they had ever attended such an event at one of the Coast colleges in the past and whether or not they would be interested in attending such events in the future. The summarized responses to these questions provide a relative indication of the extent to which these various activities have brought the community in contact with the colleges along with an estimate of the potential future interest in these types of activities. The following figure displays the overall attendance and interest patterns for the five activities as determined by the survey results.

Table 1
Overall Attendance and Interest Patterns by Activity

	Percent of Respondents Who Have Attended	Percent of Respondents Who Are Interested In Attending
Sports Events	19%	17%
Concerts	20	17
Plays	17	19
Art Exhibits	13	16
Lectures	17	17

Sports Events and Concerts enjoyed the most wide-spread attendance among survey respondents at 19% and 20% respectively. The fact that approximately one out of every five adults living in the District have attended concerts presented by the Coast Community Colleges is ample evidence that these events have made a substantial contribution to community life.

The data on past attendance and future interest in all five activities were examined in relationship to all of the demographic information collected during the survey. Some demographic factors proved to be consistently related to all of the activities, some were related only to certain specific activities and a few of the demographic factors were unrelated to any of the activities. The main body of this report displays those relationships that emerged from the analysis as being statistically significant. This means that we are able to determine through statistical testing that the trends or tendencies suggested by the data were strong enough that they would be highly unlikely to occur purely by chance. The reader may notice that the figures in this report include a small statement that looks like "**p** less than .01." This means that there is less than one chance in a hundred that the observed relationship could have occurred purely by chance. As with all the other data from the Community Survey, those readers interested in more detailed statistical factors or examining relationships that are not displayed in the report are invited to contact the District Research Office.

DEMOGRAPHIC FACTORS AND THEIR RELATIONSHIPS TO ACTIVITIES

Each of the eleven demographic variables from the study were tested against past attendance and future interest in the five community service activities. This was done in an effort to discover the characteristics of those members of the community who are most likely to become involved with activities presented by the Coast Community Colleges.

Certain demographic factors exhibited a consistent pattern of relationships across all of the five types of activities. These factors suggest that certain characteristics of community residents might be universally related to interest in any of our community service activities.

Coast Student Status

Attendance at one or more of the Coast Colleges, as a student, was strongly related to both past attendance and future interest in all of the community service activities. Those respondents who were current students were most likely to have attended or be interested in attending any of the five activities. Those who were former students also showed high rates of past attendance and future interest, while those who never attended one of the Coast Colleges were unlikely to have attended any of the activities in the past or be interested in attending any future activities. The only exception to this pattern was future interest in sports events, where those who had never attended one of our colleges expressed a similar degree of interest as the other respondents.

Education Level

Across all five of the community service activities there were strong relationships with the educational backgrounds of the respondents. Those respondents who had a baccalaureate degree or some college experience were much more likely to have attended any of the activities than those who had only a high school education or less. The same relationships held true for interest in future activities, where respondents with some college-level experience were typically four to five times as likely as the other respondents to be interested in attending future activities. The possible exception to this trend was future interest in sports events, where the same relationship was present but it was not statistically significant.

Time In Orange County

As expected, there was a uniform linear relationship between how long the respondents had lived in Orange County

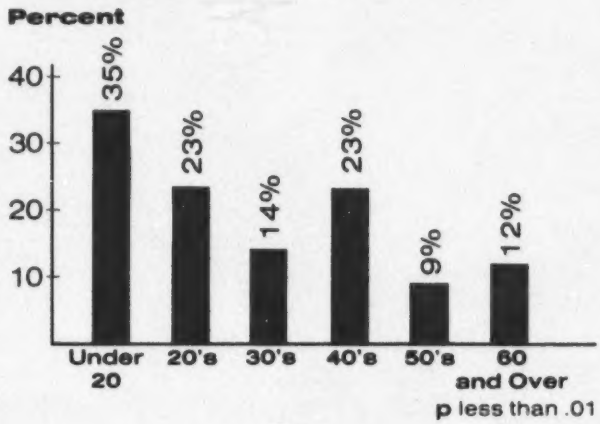
and whether they had attended any of the Coast Community Colleges community service activities. The longer the period of residence in Orange County, the greater the likelihood that the respondent had attended one or more of the five different types of activity. Generally, 20% to 25% of those who lived in the county for ten years or more had attended any given type of activity. Among those who lived in Orange County for less than one year (44 respondents), only one person had attended a play and two people reported attending lectures. Clearly there is an opportunity to invite newcomers to join us through our community service activities.

Time in Orange County was not related to interest in future activities, with the exception of sports events. Those respondents who had lived in the county for less than one year were more than twice as likely as all other respondents to be interested in attending future sports events.

The following figures display the other significant relationships between the various types of activity and specific demographic variables. We have limited the displays to only those which were statistically significant since a total of one hundred and ten specific relationships were tested in the analysis of community service activities. Readers interested in those relationships not displayed should contact the District Research Office.

Sports Events
Past Attendance

Figure 1
Past Attendance At Sports Events by Age Group

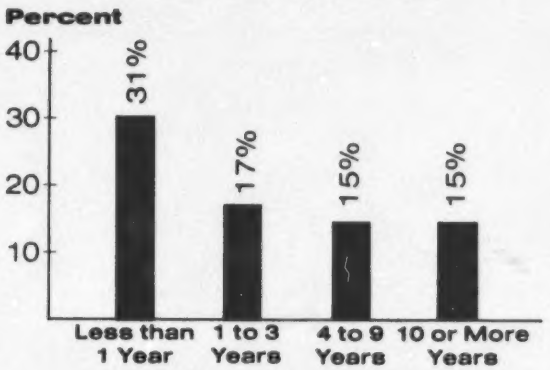


p less than .01

The highest level of past attendance at sports events came from those respondents under age twenty. It is interesting to note that high attendance rates were also recorded for those in their twenties and forties, while the attendance rate for respondents in their thirties was closer to that of people age sixty and over.

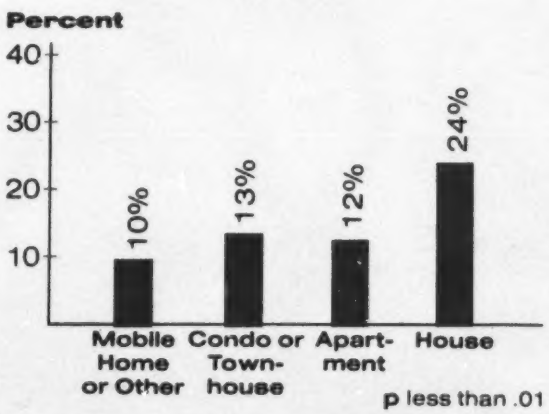
Those respondents who were still in school or were less than one year away from school were twice as likely as all other respondents to have attended sports events at the Coast Community Colleges. This is consistent with the finding that current students were the most likely to have attended sports events.

Figure 2
Past Attendance At Sports Events by Time Since Schooling Completed



p less than .01

Figure 3
Past Attendance At Sports Events by Type of Residence

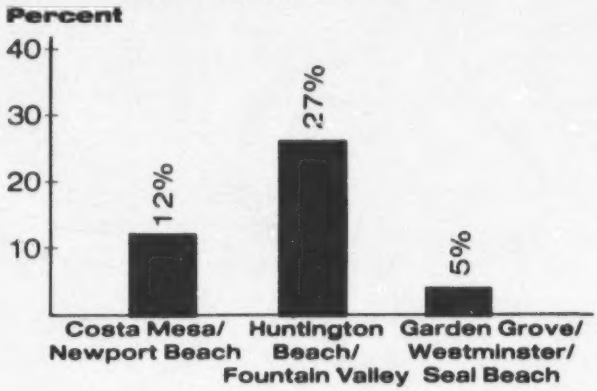


p less than .01

Figure 3 shows that those respondents who had previously attended sports events were much more likely to live in houses rather than apartments, condominiums or mobile homes. It should be noted that type of residence was not related to future interest in attending sports events.

Sports Events Future Interest

Figure 4
Future Interest In Sports Events by Geographic Area

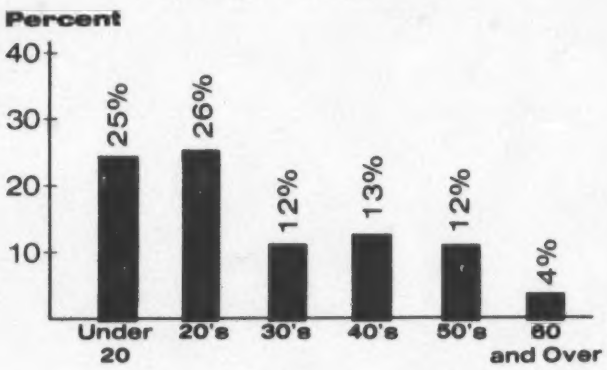


p less than .0001

Respondents living in the Huntington Beach/Fountain Valley area reported much greater interest in attending future sports events than those living in the other areas. Only one person in every twenty living in the Garden Grove/ Westminster/Seal Beach area expressed interest.

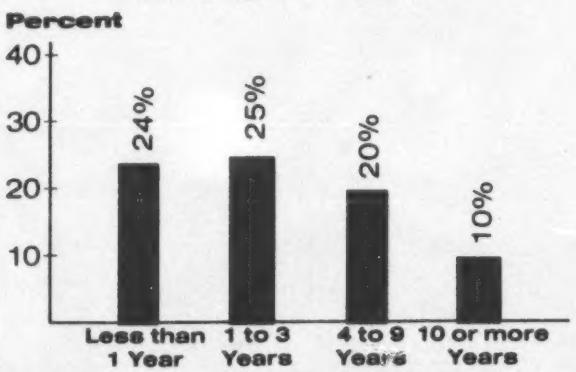
Future interest in attending sports events was clearly stronger among the younger respondents. While those in their forties reported a much higher rate of past attendance at sports events, their future interest was like that of people in their thirties and fifties.

Figure 5
Future Interest In Sports Events by Age Group



p less than .001

Figure 6
Future Interest In Sports Events by Time Since Schooling Completed

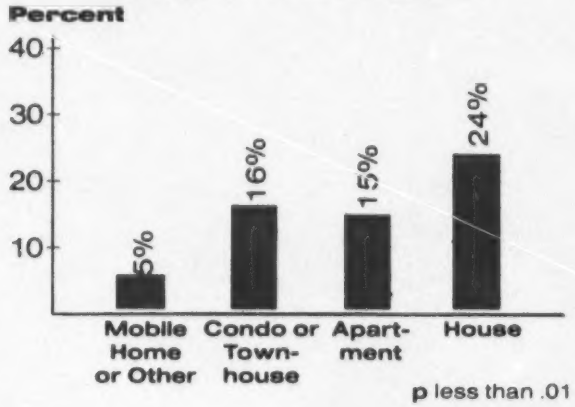


p less than .001

One out of every four respondents who had been away from school for less than four years expressed an interest in attending future sports events. For four to nine years away from school interest dropped slightly to one in five respondents. Only one in ten respondents who had been away from school for ten years or more was interested in future sports events.

Concerts
Past Attendance

Figure 7
Past Attendance At Concerts by Type of Residence

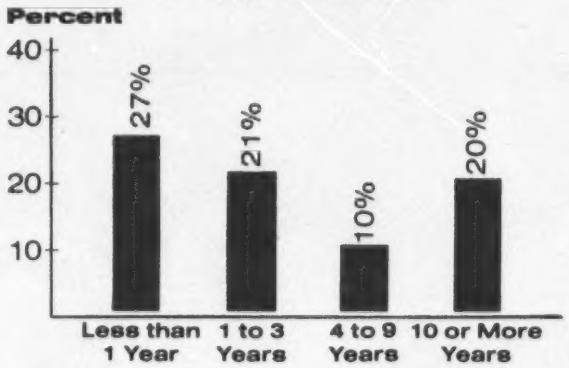


p less than .01

As with sports events, those respondents living in houses were more likely to have attended concerts than those living in other types of dwellings. Those living in mobile homes were the least likely to have attended concerts. Future interest in concerts was not related to type of residence.

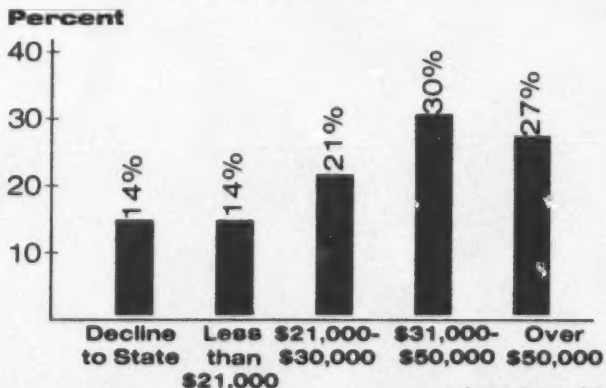
Those respondents who had been away from school for four to nine years were least likely to have attended concerts. Those people who were out of school for ten years or more were just as likely to have attended as those away from school for one to three years. As expected, those still in school or less than one year away were most likely to have attended concerts at the Coast Community Colleges.

Figure 8
Past Attendance At Concerts by Time Since Schooling Completed



p less than .04

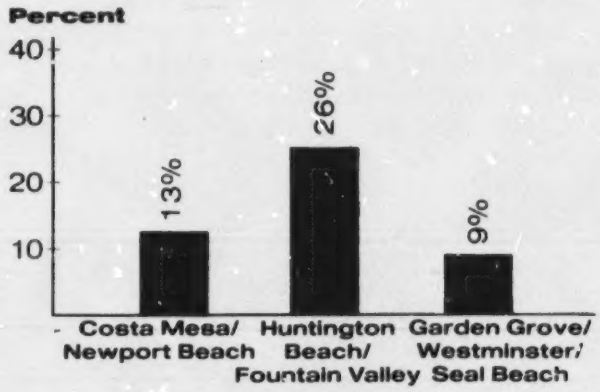
Figure 9
Past Attendance At Concerts by Level of Income



p less than .01

Past attendance at concerts was the only activity item that was related to income. As figure 9 clearly shows, those respondents with higher levels of income were much more likely to have attended concerts in the past. It is interesting to note that those who declined to state their income (about one-fourth of the sample) reported a rate of concert attendance the same as those in the lowest income group.

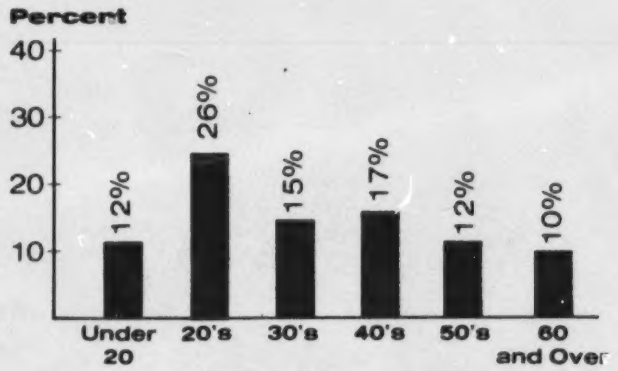
Figure 10
Future Interest In Concerts by Geographic Area



p less than .001

Interest in attending future concerts was strongest among respondents living in the Huntington Beach/Fountain Valley area. The interest among these respondents was twice the rate for those living in Costa Mesa/Newport Beach and nearly three times the rate for those in Garden Grove/Westminster/Seal Beach.

Figure 11
Future Interest In Concerts by Age Group

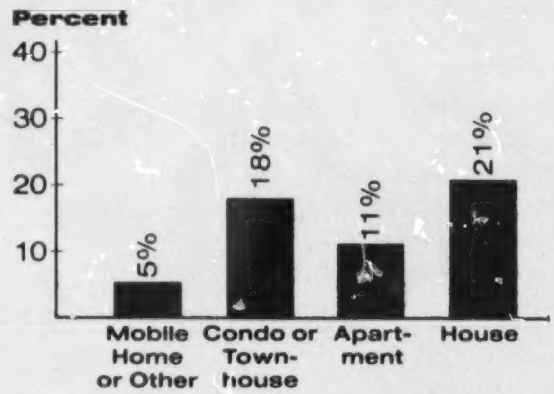


p less than .03

Future interest in concerts was considerably stronger among those in their twenties than for all other age groups. It is interesting to note that the expression of interest for those under age twenty was similar to that for those in their fifties and sixties.

Plays
Past Attendance

Figure 12
Past Attendance At Plays by Type of Residence

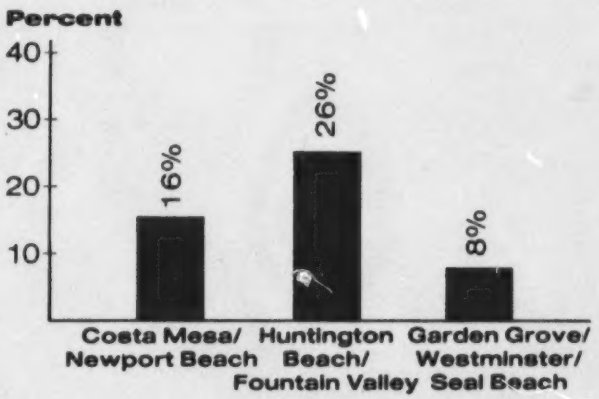


p less than .04

Past attendance at plays was more likely for those respondents living in houses and condominiums or townhouses. While it is certainly inappropriate to speculate on the reason for this relationship, it is difficult to avoid the observation that residences of this type are typically owner occupied.

Plays
Future Interest

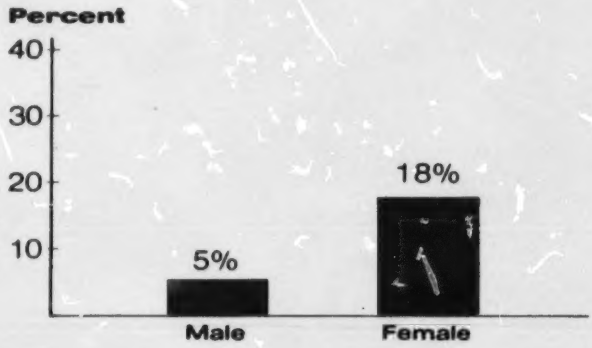
Figure 13
Future Interest In Plays by Geographic Area



p less than .001

Interest in attending future plays was related to geographic area in the same pattern that was exhibited for sports events and concerts. Those in the Huntington Beach/Fountain Valley area expressed the strongest interest, followed by those in the Costa Mesa/Newport Beach area and the least interest was shown by respondents living in Garden Grove/Westminster/Seal Beach.

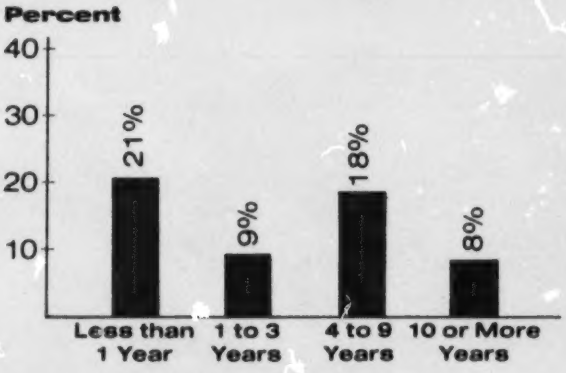
Figure 14
Past Attendance At Art Exhibits by Gender



p less than .0001

Past attendance at art exhibits was strongly related to gender. Female respondents were more than three times as likely as male respondents to have previously attended art exhibits sponsored by the Coast Community Colleges.

Figure 15
Past Attendance At Art Exhibits by Time Since Schooling Completed

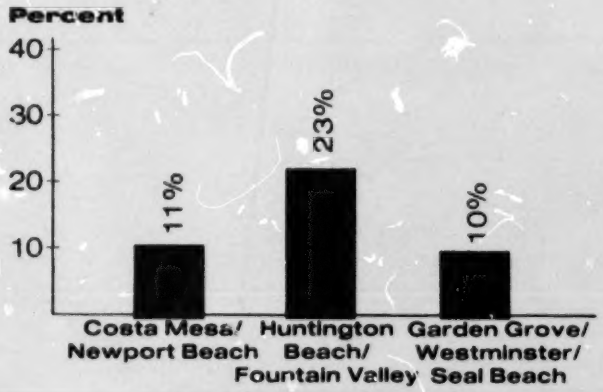


p less than .01

Time away from school was related to past attendance at art exhibits in an odd pattern. Respondents still in school or away from school less than one year, along with those away from school for four to nine years, were twice as likely as other respondents to have attended previous art exhibits.

Art Exhibits
Future Interest

Figure 16
Future Interest In Art Exhibits by Geographic Area

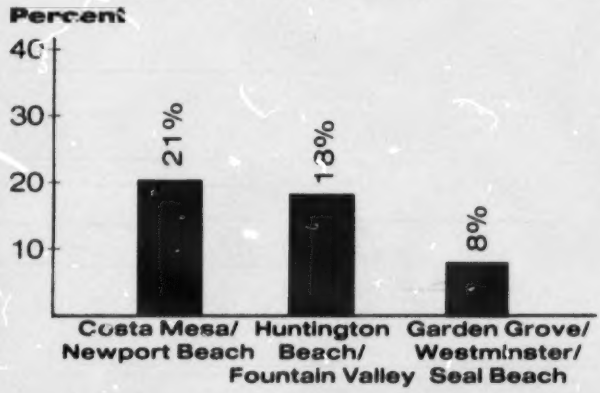


p less than .001

Geographic area, as with the other activities, was related to interest in future art exhibits. Once again the respondents living in the Huntington Beach/Fountain Valley area expressed the strongest interest. Interest in attending future art exhibits was expressed by about one out of ten respondents living in other areas of the District.

Lectures
Past Attendance

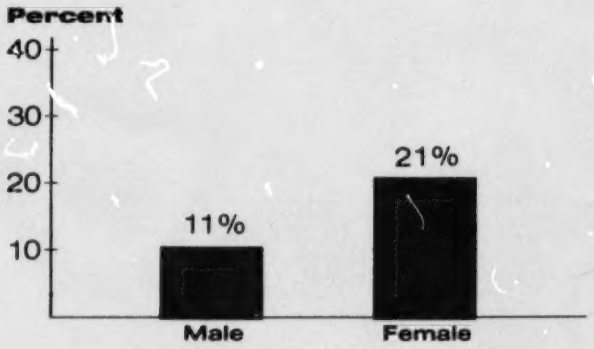
Figure 17
Past Attendance At Lectures by Geographic Area



p less than .02

More than one out of every five respondents living in the Costa Mesa/Newport Beach area had previously attended lecture presentations at the Coast Community Colleges, followed by those living in the Huntington Beach/Fountain Valley area. Less than one in twelve respondents from Garden Grove/ Westminster/Seal Beach had previously attended lectures.

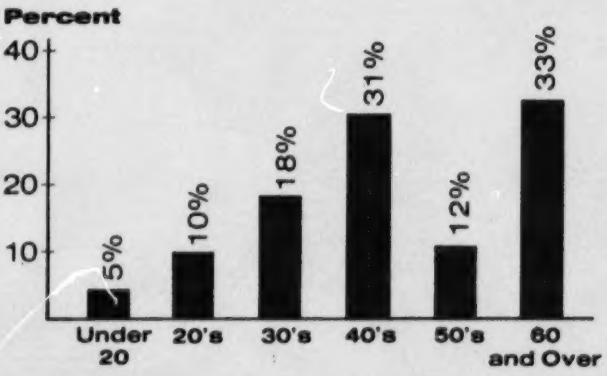
Figure 18
Past Attendance At Lectures by Gender



p less than .01

Female respondents were nearly twice as likely as males to have attended Coast Community Colleges lecture presentations. This is similar to the relationship between gender and past attendance at art exhibits.

Figure 19
Past Attendance At Lectures by Age Group

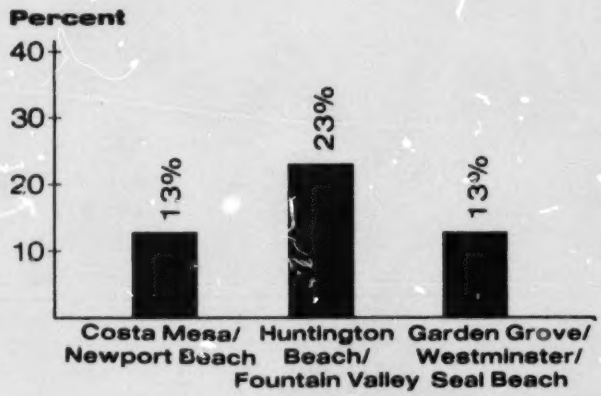


p less than .0001

Respondents in their forties as well as those age sixty and over had a very high rate of past attendance at lectures with nearly one out of every three reporting previous attendance. Attendance rates for other age groups were much lower. Respondents under age twenty were the least likely to have attended lectures.

Lectures
Future Interest

Figure 20
Future Interest In Lectures by Geographic Area



p less than .02

Again, geographic area was related to future interest. As with the other activities, people living in the Huntington Beach/ Fountain Valley area expressed the highest level of interest in attending future lecture presentations. It should be noted that this was the highest level of interest expressed by Garden Grove/ Westminster/Seal Beach residents in any of the five types of activity.

IN SUMMARY

The survey findings tell us that a substantial proportion of the community residents have some association with the Coast Community Colleges through the variety of community service events and activities offered by our three colleges. The longer a person has lived in Orange County, the greater the likelihood that they will have attended some kind of community service event.

The survey findings also tell us that those who are likely to join us through our community service offerings tend to share certain characteristics. Table 2 provides a summary of which activities and which demographic characteristics proved to be related.

Table 2
Patterns of Statistical Relationships Between Community Service Activities & Demographic Variables

Demographic Variable	Sports Events		Concerts		Plays		Art Exhibits		Lectures	
	Past Attendance	Future Interest	Past Attendance	Future Interest	Past Attendance	Future Interest	Past Attendance	Future Interest	Past Attendance	Future Interest
Geographic Area		■		■		■		■	■	■
Gender							■		■	
Age Group	■	■		■					■	
Ethnicity										
Income			■							
Education Level		■	■	■	■	■	■	■	■	■
Time Away from School	■	■	■				■			
Time in Orange County	■	■	■		■		■		■	
Type of Residence	■		■		■					
Household Size										
Coast Student Status	■		■	■	■	■	■	■	■	■

■ Indicates presence of a statistically significant relationship.

A most prominent discovery from the analysis of these data was the nearly universal relationship between experience as a student at one of the Coast Colleges and attendance at or interest in any of the community service activities. While the data do not lend themselves to specification of a causal direction for this relationship, it is quite likely that those who are students at our colleges become more aware of the range of community service activities and are more likely to attend those that are of particular interest to them. On the other hand, many members of the community may initially join us through our community service activities and then discover courses or programs that interest them.

The findings also showed that, beyond student experience at the Coast colleges, education in general was an important factor related to all of the community service activities. Those respondents with some college-level experience, whether at one of our colleges or elsewhere, were more likely to have been involved in any of the five types of activity.

It is also important to note that certain factors such as ethnicity and household size were not related to any of the activities. This tells us that interest in our community service activities cuts across racial and ethnic lines and that our activities appeal equally to those who live by themselves, with a friend, with a mate or with children. Generally, our community service activities appeal equally to people at all income levels and, with the exception of lecture offerings, they appeal equally well to both men and women.

Certain types of activity were shown to have greater appeal to people in certain age groups and some types of activity appealed differently to people depending on how long they had been away from school. People living in the Huntington Beach/Fountain Valley area consistently expressed a higher degree of interest in all types of activity than those people living elsewhere. These kinds of contrasts should help to provide additional insights into the promotion of community service activities.

Our community service events have been well attended in the past and there is substantial interest on the part of the community in future activities of all types. The rich variety of community service events and activities offered by the Coast Community Colleges has demonstrably added to the quality of life for many people living in the community we serve.

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REPORT NO. 3
THE COMMUNITY JOINING US: An Analysis of Previous Attendance and Future Interest in Community Service Activities.

REPORT NO. 4
TUNING IN ON CHANNEL 50: A Demographic Comparison of KOCE Watchers and Non-Watchers.

REPORT NO. 5
PURPOSES AND PRIORITIES: An Analysis of Community Attitudes Towards the Missions of the Community College.

REPORT NO. 6
THE LEARNING COMMUNITY: An Examination of the Educational Interests and Future Educational Plans of the Community.

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